



**Charlottesville-Albemarle Metropolitan Planning Organization
of the Thomas Jefferson Planning District Commission**
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Memorandum

To: CHART Committee
From: Melissa Barlow, Director of Transportation Programs
Date: January 30, 2008
Re: UnJAM 2035 Revised Public Process

At its January 2008 meeting, the CHART Committee reviewed and approved a draft outline of the public participation process proposed for UnJAM 2035, the Long Range Plan update. The Thomas Jefferson Planning District Commission and the MPO Technical Committee also reviewed and approved the draft process. The enclosed summary of the process and scope of work incorporate comments from all three bodies.

At the February meeting, CHART will review the revised documents and provide staff with suggestions for determining an appropriate location and timeframe for the Summit. CHART will also review sample formats and options for the proposed web-based public communications software under consideration and provide staff with feedback about the software. The web-based approach can incorporate surveys, interactive forums in which citizens can post comments, images or video footage, as well as download presentations and forms for the Summit to offer their feedback.

UnJAM 2035 Public Process

Overview

Rationale

Because TJPDC and the Charlottesville-Albemarle MPO are required to update both the rural and MPO-area components of UnJAM 2025, and because one cannot divorce transportation and land use planning issues in either the rural areas or the urban areas, nor between the two; TJPDC will use a joint public process to develop UnJAM 2035, the Long Range Plan Update. Although separate book keeping and product development will be conducted to comply with funders' requirements, the unified public face of the project will continue to make it easier for participants and decision makers to develop effective regional solutions.

Process

As an interim update to the Long Range Plan, UnJAM 2035's public process will consist of one Regional Summit to be held in Spring 2008. TJPDC staff, standing committees and local officials will then decide if a second workshop is necessary. The Regional Summit will build on the momentum generated during the May 2007 Regional Information Sharing Session for increased regional collaboration and will focus on redefining ongoing issues, identifying new issues and developing refined strategies for action. The Regional Summit and outreach conducted leading up to and following the event is planned to have a significant web-based participation component so that those citizens who are unable to attend the Summit will still have multiple opportunities to share their comments. Interactive web-based surveys, forums and downloadable workshop documents are all possible options for public outreach.

Schedule and Access

The Regional Summit will be conducted on a week night or a longer session on a Saturday at a central location for all TJPDC member jurisdictions. TJPDC will need to discuss its strategy for conducting outreach to special needs focus groups including low-income or public housing, people with disabilities, homeless families, freight industry, tourism, and other business interests. The Summit date, time and location will be cross-checked with County BOS and City Council, Planning Commissions and other scheduled transportation and land use-related meetings in each jurisdiction. The Summit will be held in a location accessible by transit. Special accommodations will be made on request.

Facilitation and Training

The Regional Summit will be facilitated and hosted by staff from the City and Counties and volunteers selected/invited by each jurisdiction. Members of the CHART Committee will lead urban area groups, while rural county groups will be lead by members of Planning Commissions or Advisory Committees, neighborhood or community organizations, service clubs, churches or other respected local organizations. A one-evening training session will prepare the staff and volunteer facilitators to help run the break-out sessions during the Summit. This will be a "two-way" facilitation training where participants receive training and provide TJPDC staff with feedback about workshop content and desired outcomes.

Workshop Format

The following draft workshop agenda outlines a presentation/breakout format.

- I. Regional visioning
 - o Presentation Overview
- II. Q&A
- III. Review progress-to-date
 - o Updates from each locality
 - o Regional Progress
- IV. Q&A
- V. Round One Break-out groups for regional issues
 - o Facilitated workbook exercise and discussion

- Completion of quick-pick forms for ranking policy priorities and project alternatives
- VI. Inspiring Lunch Keynote (Virginia Administration or national)
- VII. Round Two Break-out groups for local issues
 - Continue with workbook exercise, focusing on local issues
 - Quick pick forms
- VIII. Reconvene and report out
 - Summaries from break-out groups
 - Summary of comments received via email before and during the workshop

Possible format options include:

- A half-hour Open House session before the workshop. Display boards will be up and facilitators will be on hand to answer questions
- All forms at the workshop will be available to take home if participants must leave early, as well as downloadable via the UnJAM website.

DRAFT UnJAM 2035 Public Process

Scope of Work

Deliverables

I. Pre-Workshop Advertizing

Display Boards

Press Releases

Save-the-Date Mailing

Letter to Past Participants

Emails via E-news list, A-mail, Cville Tomorrow

Flyer

Display Ads in:

The Daily Progress

Tentative:

The Central Virginian

The Cville Weekly

Nelson County Times

The Hook

The Louisa County Messenger

The Greene County Record

The Fluvanna Review

The Crozet Gazette

The Tribune

The Light

Nuevas Raices

News-Virginia

Lake Anna Observer

Crozet Whistle?

The Cavalier Daily

Develop Neighborhood America Content for web

II. Regional Summit

Workbook

Posters

Power Point

Take-Home Materials

Punch List

Set Date

Book Venue

Confirm Keynote

Set Up Contract with Neighborhood America

Coordinate All AV Materials

Room Arrangement

Food

Process

Focus Groups with Partners

Outreach to all TJPDC Committees

Outreach to HOA's, Churches,
City and County Staff, Social
Organizations